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Repair Boom!

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El Salvador Goes Fishing

—Page 9

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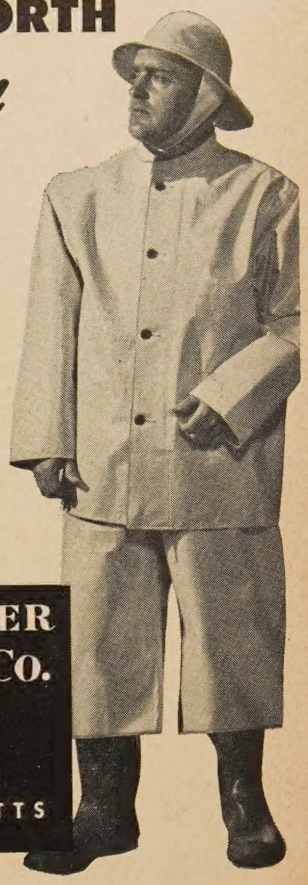

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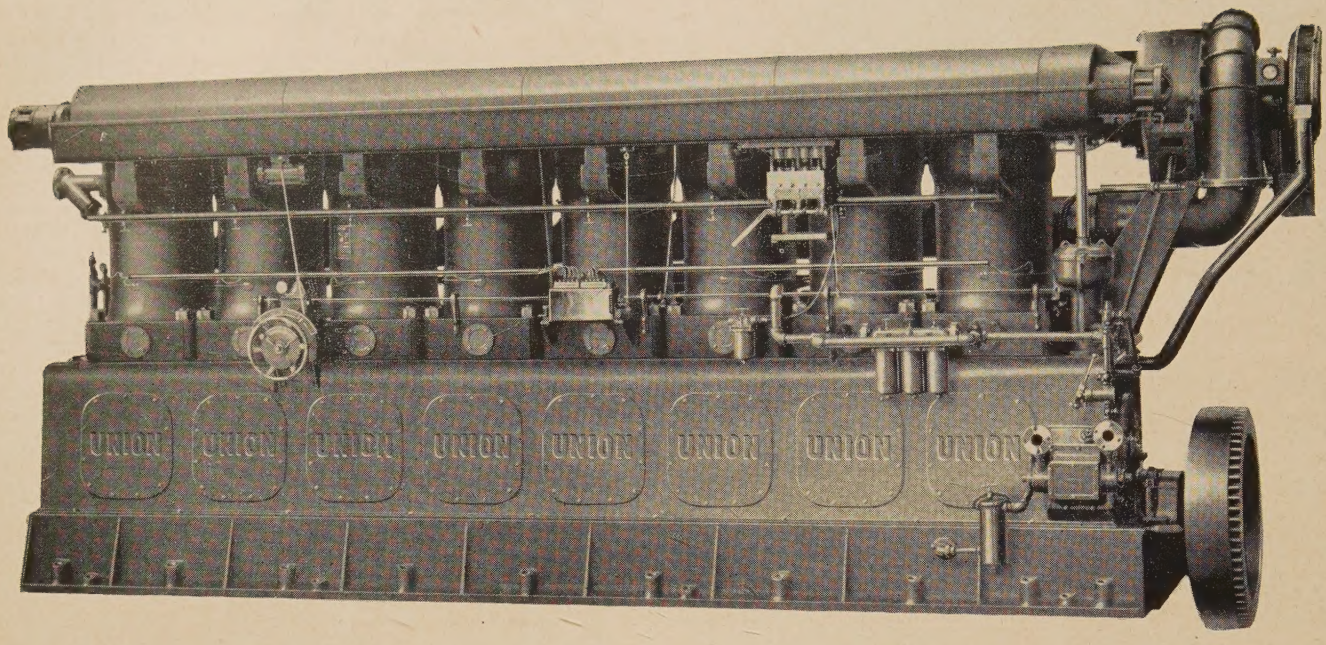

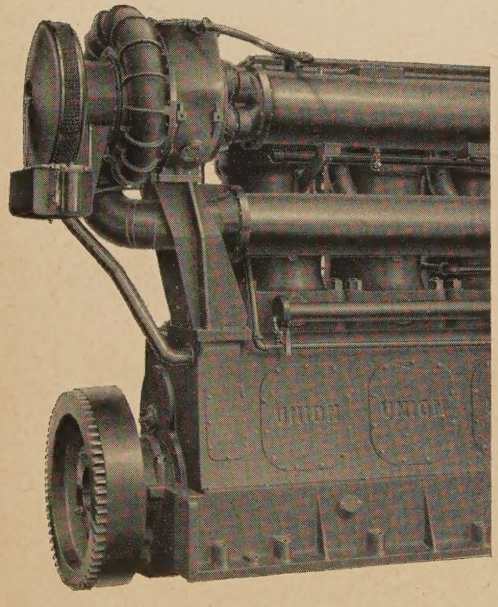

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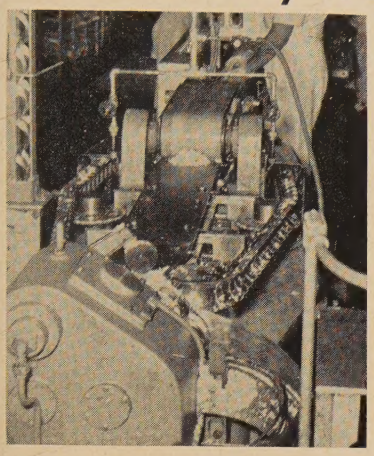

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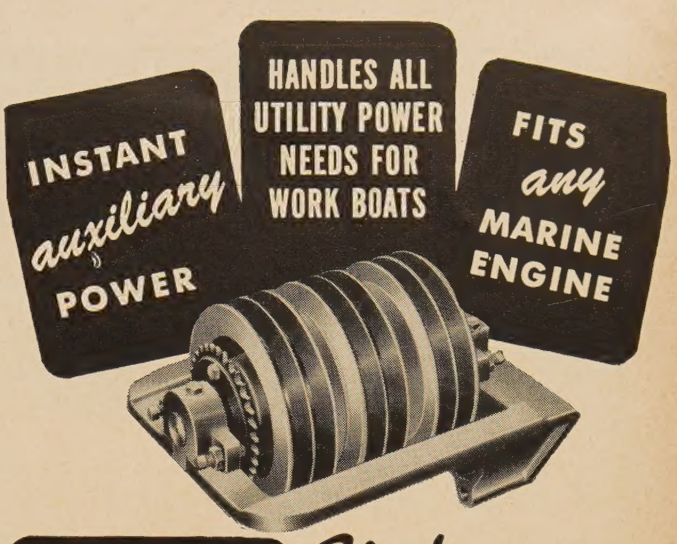

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DATA

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UNIT	85 foot purse seiner — 400 H.P. Enterprise Diesel
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PERIOD	Since 1944
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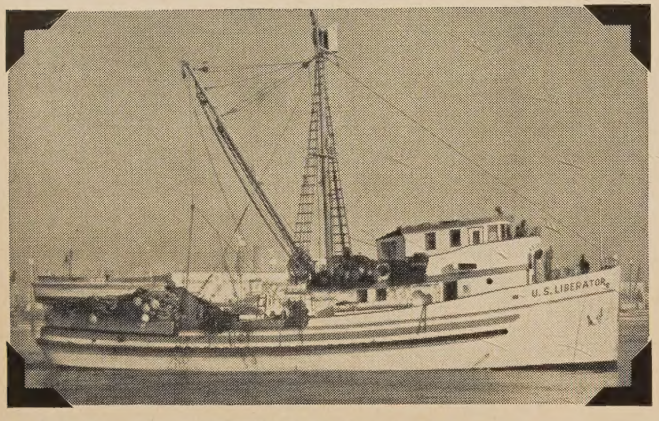

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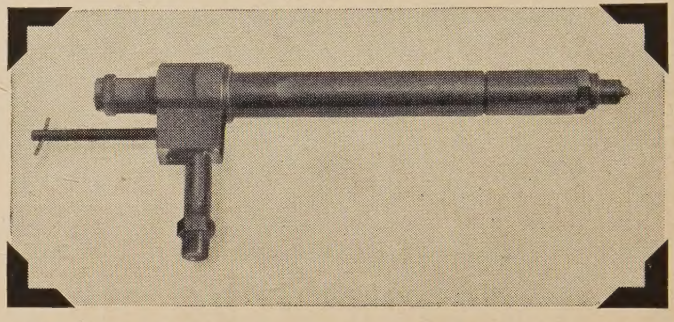

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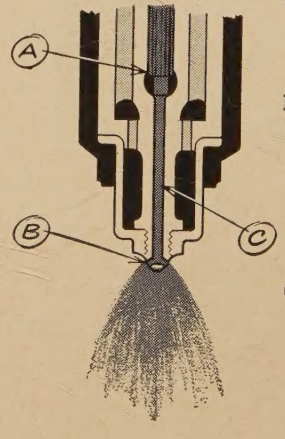

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PAN-AMERICAN *fisherman*

NEWSmagazine of PAN-AMERICAN FISHERIES combined with the magazine TUNAfisherman

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Volume 6 Number 7

COVER

Petite Janet Robbins, 22-year-old secretary at Severin Pontiac, National City, California, poses for our inspirational cover shot in this issue of Pan-American Fisherman magazine.

•

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The GLOBE

An International News File compiled by FOREIGN BUREAUS of Marine Press Association

Rome, Italy.—The fisheries panel report to Commission II of the sixth session of the Food and Agriculture Organization conference, which opened in Rome on November 19, pointed out that FAO's activities can do much to promote the appraisal of fisheries resources, their scientific investigation, and the formulation of programs of rational exploitation and can contribute materially toward the development which is required. The panel also stated that world fish production, which is estimated presently at approximately 25 million tons, could be doubled to 50 million tons, a level which nutritionists indicate to be desirable, according to an FAO press release of December 3.

The panel stressed that the program of development will obviously cause substantial changes in the method of catching and handling fish throughout the world, more especially in the underdeveloped areas. The organizations' activities in connection with the improvement in the design of fishing craft will be important in this regard. There is also need for increased attention to the problem of fishing gear and it is desirable that this section of the program be strengthened. Furthermore, the report states, in the phase of primary production attention is drawn to the importance of fish culture which offers obvious possibilities of a very considerable increase of production in many parts of the world where marine resources are not readily available.

The panel also stressed the need for emphasizing the guidance of under-developed countries in the development of local fisheries for improved nutrition of local populations rather than for export.

Commission II, which dealt with the technical work of FAO, adopted the fisheries panel report.

After adopting its agenda, the conference had allotted the items on the agenda to these commissions which it established for the purpose. The other two commissions were: Commission I, which dealt with the world outlook for food and agriculture, and commission III, which handled legal, administrative, and fiscal matters. These three working commissions at this conference mapped out a 10-year program for the greatest increase in food production the world has ever undertaken.

Representatives of 64 nations met at the new Rome headquarters of FAO for this conference.

Representing fisheries interests on the United States delegation were A. W. Anderson, chief, Branch of Commercial Fisheries, Fish and Wildlife Service, and Charles E. Jackson, general manager, National Fisheries Institute. Among other fisheries matters discussed was the proposal to establish a Latin American regional fisheries council. This council was approved by the FAO conference. Five nations must now ratify the agreement, which was adopted by 15 nations at a meeting in Peru in September 1950, before the council can come into being.

The Hague (Norway).—Some canneries on the Norwegian west coast have become interested in packing tuna for export, according to a report of an official of Norsk Frossenfish in the October 10 issue of Fiskaren, a Norwegian trade paper. At present the greatest proportion of the tuna taken in Norway is exported to Italy eiher fresh or frozen.

Experts have been brought in to discuss export possibilities and to aid in the preparation and canning of tuna. Insofar as the United States market is concerned, the official stated that either Norwegian packers must can the small tuna whose meat is lighter in color than the large ones, or Norwegian research must come forward with a method which will permit the canners to make tuna meat lighter by artificial means.

Guaymas, Mexico.—Commercial fishing in the Gulf of California got into full swing during October and the catch of shrimp and fish has been excellent so far, a November 6 American Consular dispatch from Mexicali points out. A good season is looked for in the northern part of the Gulf and numerous fishing boats from the Guaymas area are basing on San Felipe. At present, about 150 commercial craft are working out of the port, compared with some 80 boats last season.

Most of the shrimp is destined for the U. S. market, and packing and freezing plants are pleased with the price of 63 U. S. cents per pound for 15-20 count in Los Angeles. Fishermen are getting up to 7.00 pesos per kilo (about 27 U. S. cents per lb.) on this size, and better returns are looked for when the jumbo shrimp appears in quantity.

Ottowa, Canada.—Production: October landings of the sea fisheries of Canada (Newfoundland not included) totaled 79,956,000 pounds, with a landed value of C$5,007,000, according to the October 1951 Monthly Review of Canadian Fisheries Stastics. This catch was 5.3 percent higher in volume, but lower by 23.1 percent in value than that for October 1950. Inclusion of the reported value of supplementary landings (livers, viscera, seals, Irish moss, etc.) brings the grand total for the month up to C$5,061,600.

During the first ten months this year, landings and landed values (with last year's comparable figures in parentheses) were 1,014,583,000 pounds (1,067,020,000 pounds) and C$63,559,005 (C$58,402,000).

Atlantic Coast: A total of 53,082,000 pounds, worth C$1,826,000 were landed on the Atlantic Coast—35.2 and 0.7 percent higher, respectively, than in the same month of last year. Increase was attributed to heavier landings of sardines in New Brunswick and of herring in Nova Scotia in October. For January-October the Atlantic Coast catch was 6.4 percent lower in volume but 0.2 percent higher in value than in the like period of 1950.

Pacific Coast: Catch amounted to 26,874,000 pounds, valued at C$3,181,000, 26.7 and 32.2 percent lower, respectively, than in October of last year. The catch of chum salmon was smaller than in 1950, yet was higher than usual for an off-year. For the first ten months this year, the Pacific Coast catch was 2.3 percent lower, and the value 8.8 percent higher, than during the same period in 1950.

Exports of fish and fish products continued on the same high level as noted throughout the year. In the nine months to the end of September their total value was C$86.6 million as compared with $C83.2 million in the same period of 1950.

PAN-AMERICAN
fisherman
NEWSmagazine of PAN-AMERICAN FISHERIES

EBB 'N FLOW

FEBRUARY
1952

Washington Invasion:

The Tuna Industry Left in Force

Tuna industry people spent the Christmas and New Year holidays in the usual manner, but overall there hung an air of tension. The pressure, of course, was brought about by the pending Congressional hearings slated for January 29 in Washington, D. C., the outcome of which were presumed to decide whether or whether not there was to be a three-cent-a-pound tariff on raw tuna fish importations. Opposing the tariff were powerful men. They numbered among them Brayton Wilbur, an eexcutive of the far-flung Wilbur-Ellis import firm of Los Angeles and other points, and a director in any number of dough-heavy enterprises. But he had his opposition, too. In Washington early in January for the showdown were these men:

Richard S. Croker, chief, Bureau of California Fisheries; Dr. Richard Van Cleve, director, school of fisheries, state of Washington; Harold Lokker, general manager, Fishing Vessels Owners Association, of Seattle; Bert Johnson, general manager, Fisheries Co-operative Association, of Puget Sound; Ray Webb, secretary-treasurer, Pacific Coast Fish Producers Association, of Seattle;

Also Fred Wollesen, president, Offshore Fishing Vessels Association, of Astoria; Leonard Hill, port co-ordinator, Pacific Coast Fish Producers Institute, of Coos Bay; Arne J. Suomela, master fish warden, Oregon State Fish Commission, of Portland; Mason Case, chairman, Pacific Coast Fish Producers Institute, of Moss Landing, and Don Johnson, chief biologist, Washington State Department of Fisheries.

Delegates:

In the Southern California delegation will be Cosimo A. Cutri, President, *Marine Press Association*; Montgomery Phister, president, California Fish Canners Association and head of the Van Camp Sea Food Co.; Sam Crivello, president; Dr. W. M. Chapman, research director, and Harold Cary, executive manager, American Tunaboat Association, and several directors and boat owners, including George Campbell; Lester Balinger, secretary, Cannery Workers and Fishermen's Union (AFL), and George Baker, business manager, Machinist Lodge 389-E, composed mostly of tunaboat engineers.

Preliminary skirmishes and developments transpired in this order: On January 4 it was disclosed that a small but powerful group of West Coast fish canners is attempting to block the proposed tuna tariff bill. The group reportedly was headed by Nick Bez, friend of President Truman and former boss of the Columbia River Packers' Association, and Brayton Wilbur, head of Wilbur-Ellis, a San Francisco-New York importing firm which brings large

(*Continued on next page*)

'Oh So Sweet Land of Liberty!'

—Courtesy Los Angeles Times

amounts of foreign tuna and other fisheries products to the United States.

The Bez-Wilbur group has, or had, links at San Diego and in the capital. Its biggest assignment now was an all-out attempt to defeat the house-passed measure imposing a 3-cent-a-pound duty on imported fresh and frozen tuna.

Letter:

The story of the Bez-Wilbur operation was told by fishing industry spokesmen, after publication of excerpts from a letter to Sens. William F. Knowland and Richard M. Nixon, of California, from L. K. Small, president of the Marine Products Co., of San Diego.

Small opposed the tuna tariff bill, due for hearings soon before the Senate Finance Committee, and asserted "the ills which seem to beset the tuna industry are definitely of their own making, but unwilling to accept this responsibility, they seek to make imports the scapegoat of their illness."

Interest:

Industry spokesmen said Wilbur owned an interest in Small's Marine Products Co. and is the biggest processor of bonito and swordfish in Peru; has extensive fisheries holdings in South Africa and Japan and heads the Custom House Packing Corp., of Monterey, Calif.

Wilbur is on the board of directors of Columbia River Packers' Association at Astoria, Ore., which recently sent its boats to Japan to haul 1200 tons of fresh and frozen duty-free albacore to the West Coast for canning.

Lobby:

Wilbur's tieup with the tariff bill opposition doesn't end there, industry officials said. The Wilbur-Bez interests maintain a lobby there to combat the measure. It is called the National Tuna Canners Association and has headquarters in the Southern Building.

(This is not to be confused with the National Canners Association, which represents many U. S. packers.)

The association has no telephone number, because its offices actually are those of Eugene O'Dunne, an attorney.

More Letters:

Last Nov. 24 the association blanketed domestic tuna packers with a circular letter, asking each for a $100 fee to help finance the fight against a 3-cent-a-pound tuna tariff. Ironically, a copy was sent to the American Tunaboat Association, of San Diego, although the first paragraph read:

"Do you want to stay in business as a tuna packer? You won't if a small group of Southern California tuna packers, assisted by the American Tunaboat Association, have their way."

The association then asked the $100 fee as annual dues. It said dues would finance preparation of a statement opposing the tariff bill and added: " . . . We propose to have a representative of the independent tuna packers present to the finance committee their side of the argument."

ACE IN THE HOLE?

Truman:

On January 5 the fire got hotter. In the wake of disclosures that powerful interests are attempting to block additional tuna tariffs, there were these new developments in the capital:

President Truman has been asked to discuss the tuna tariff situation with Southern California fisheries leaders. The request for a conference was sent to the White House by Charles Carey, director of the fisheries products division of the National Canners Association.

If the President agrees to a conference, he would be given a fill-in primarily on the background for a California Fish Canners Association petition to the Tariff Commission for higher duties on imported tuna, bonito or yellowtail canned in brine and yellowtail or bonito canned in oil.

Hearing:

The commission has set Jan. 29 for a hearing. If it recommends increased tariffs, only the President can put them into effect.

With Carey, Montgomery Phister, president of the California canners group and other West Coast fisheries officials will call on the chief executive if he grants them an audience.

Meanwhile Chairman Walter George (D-Ga) of the Senate Finance Committee has advised Sen. Warren Magnuson (D-Wash) that a bill establishing a 3-cent-a-pound tariff on presently duty-free fresh and frozen imported tuna will be "the first order of business" when his committee reconvened. Committee staff members estimated Jan. 21 likely would be the earliest a hearing could be scheduled on the house-approved measure.

Quick Change:

On January 8, the swift-changing tuna tariff picture brought these developments:

The Senate Finance Committee announced it will meet to set a date for hearings on a bill imposing a 3-cent-a-pound tariff on fresh and frozen tuna.

Rep. Russell V. Mack (R-Wash.) introduced a measure to boost from 12½ to 45 percent ad valorem the duty on imported tuna canned in brine. The California Fish Canners Association has asked the Tariff Commission to recommend increasing the duty on brine-packed tuna, along with that of certain other canned tuna and tuna-like fish. The commission has set a hearing on the association's request for Jan. 29. Only the president or congress can adjust tariffs.

Mack declared the tariff boost on brine-packed tuna would head off an "alarming rise" in imports. They are creating a disastrous situation in the domestic tuna industry and are one reason why hundreds of tunaboats now lie idle in harbors from San Diego to his home state, the congressman warned.

The duty on brine-packed tuna was reduced from 22½ to 12½ percent a year ago. Since then, Mack said, imports have climbed from 18,000 cases in 1950 to 204,000 cases in the first nine months of last year.

Wires:

The White House, meanwhile, said it had received telegrams from many California fisheries concerns asking that President Truman inform Iceland the United States does not consider canned tuna a product covered by the 1943 trade agreement with that country or by the tariff act of 1930.

This action would allow the President to boost the tariff on brine-packed tuna to a level that would cut down imports. Presently the tariff is limited for all countries by the Icelandic agreement.

STAND AND DELIVER

State Department:

On Jan. 10, the State Department was asked to come into the open by next week with its counter-proposal to a three-cent-a-pound tariff on imported fresh and frozen tuna.

The request came from Harold Cary, manager-secretary of the American

(*Continued on page 21*)

El Salvador Goes Fishing

A Little Country Gets Into A Big Business

by ROBERT K. LAWSON

A SIGNIFICANT highlight in the commercial fishing industry marked the turn of the New Year with the announcement, on behalf of Consul Juan B. Estrada and Vice-Consul Jose F. Alvarenga, by Merle B. Parke, manager of Jerry's Boat Sales, at Terminal Island, that El Salvador had purchased the first commercial fishing vessel to go into operation for that Central American Republic.

The craft, christened *Veteran*, was built in 1937 by the Martinolich shipyards in Tacoma, Washington. She was originally owned and operated as a purse seiner by Sam Zamberlin while fishing for the Van Camp Seafood Company. During the War, the *Veteran* saw four year's service as a minesweeper with the United States Navy. And following this illustrious career, and return to its owner in 1946, also took first prize for the past two years as the best dressed boat in the annual Fishermen's Fiesta parade.

Grossing some 101 tons with 72 feet in length, the *Veteran* is equipped with a 200-horsepower Enterprise heavy duty diesel engine. The hold capacity is 90 tons of sardines. She carries 4,000 gallons of fuel. New equipment installed included a new Northern type dragger winch, new fathometer depth recorder, ice making machine, automatic pilot and complete fishing equipment for shrimp dragging and other type of fishing. In addition, the *Veteran* is said to be capable of manufacturing one ton of ice daily from sea water.

The primary function for which the *Veteran* was purchased was charting the ocean bottom off the coast of El Salvador, a function that has not been done since the year 1906 in the local waters. Other possibilities to come will be the investigation for the location of shrimp beds, bottom species of market fish, lobster, and tuna fishing grounds exploration. Providing fish are located in commercial quantities, El Salvador expects to open these fishing grounds to United States fishermen who will be expected to invest fifty percent capital along with local capital.

AS a fisheries research vessel, the *Veteran* will operate under the direction of a three-man commission composed of Eduardo Casanovas, Amilcor Zepida (both El Salvadorians) and L. S. Christy, United States Fish and Wildlife Service representative on loan from the U. S. The total cost of purchase, repairing and outfitting the *Veteran* was said to be about $70,000 United States currency, or 175,000 Colones in El Salvador money at the present exchange rate of 2½ to 1.

Captain Sam Braco, and Engineer Kenneth Alexander, of Long Beach, will go down with the *Veteran* under one year contract to El Salvador to instruct them in the operation of the vessel. Christy, with long years in the United States Fish and Wildlife Service in Alaska, China, the Philippines and Ja-

(*Continued on page 16*)

Pleased

Merle B. Parke, President, Jerry's Boat Sales, (left, rear), looks on as Eduardo Casanovas G., El Salvador, (seated, left) signs flag transferral application. Standing is L. S. Christy, U. S. Fish & Wildlife, and to left of Senor Casanovas is Amilcor Zepida, Treasurer, El Salvadorian Commission.

Watch for tha

Shipbuilders Are Predicting a Big Repai
1952, Despite the Fact That Any New Cli

DESPITE the fact that the huge importations of foreign raw fish in recent months has partially idled the San Diego, California, fleet, the area's major shipyards are still going full blast, and the likelihood is that they will continue on in the same manner. For one thing, the majority of yards, faced with a serious threat to their shipbuilding, by virtue of the fleet's curtailed activities, have turned to government shipbuilding and foreign orders. In any event, there has been no noticeable labor layoffs, and executives of these yards, in the main, appear confident that the tuna industry will survive the current blows to go on, in time, much as before. They agree, however, that, ere the industry is able to duplicate its prosperity of the past, some time may elapse. But, in the meantime, ship repairing and re-outfitting is liable to feel a boom throughout the coming year.

"The present condition of the tuna market, coupled with the current size of the fleet, indicate that considerable time will elapse before new construction is indicated. National Steel and Shipbuilding has completed five clippers within the last year," says George A. Dew, shipyard manager of the big yard.

"The Pacific Northwest and New Orleans produced nearly thirty boats in a like period of time and, considering normal attrition, this represents replacement for five or six years.

"Although the consumption of tuna has increased steadily for the past eleven years, imports have taken their toll, in that they have deprived the fleet of the extra trip, which might be considered the "cream" of a yearly operation.

Helen S
(Manuel Simas and Associates)

"The responsibility for creating additional consumption has been neglected to a large extent, in that a competent, industry-wide advertising program has been stalled from year to year.

"One has but to open a popular magazine of the day to find advertisements for such organizations as the American Meat Institute, the Raisin Growers Association, Sunkist and many other groups, who's members subscribe to an organization that conducts its advertising for the mutual benefit of all. The year 1951 saw many forward steps made along the lines of advertising tuna, but competition now dictates that much more will be necessary.

"Most of the shipbuilders have, of necessity, converted to government work; National Steel and Shipbuilding being no exception. Our prime interest is the maintenance and construction of tuna boats, but, in the present emergency, and in order to retain our labor force, it has become necessary to look elsewhere for additional business.

"Whether or not the pending tariff proposal is allowed by Congress, the tuna industry has a wealth of intelligence in its leaders, and I am certain a solution will be reached; if these leaders will recognize we are all in this together, and together we must weather this crisis."

ANTHONY C. Martinolich, President of Martinolich's shipyard in San Diego, was much of the same opinion as Dew.

"Due to the existing circumstances, we are forced to get out of the tuna clipper construction field and go in for government building," he said.

"Of course, we shall certainly take care of the repair and maintenance needs of our old customers. Tariff? Surely it will help, but it may be a long time before any new clipper-building is revived."

Arne Strom, President of Tacoma Boatbuilding Company, (Tacoma, Washington, and Harbor Boat and Yacht, San Diego, flatly stated that the tariff now pending before Congress would supply much of the answer to future shipbuilding.

"If this tariff goes through," he said, "it will mean new life to the tuna industry. Naturally, this will also mean new life to the shipbuilders. True, it may be some time before the industry catches up to a point where new ships are indicated. But it follows that, in the meantime, repair and maintenance will go on as ever."

George Campbell, President of Campbell's Machine Works, is currently in Washington, as a delegate to the group to agitate for the protective tariff, and so was unavailable for comment. But E. G. Bertin, Campbell's well-known Naval Architect, strung along with Dew, Martinolich and Strom.

"No one can foresee the future," he said. "However, we look at the picture with a good deal of enthusiasm, despite the recent reverses in all segments of the tuna and shipbuilding industries.

"Naturally, we do not expect any

Repair BOOM!

intenance Business In
istruction Is Doubtful

by
John Springer

Ecuador
(M. O. Medina and Associates)

major conversions or new ships to get underway during the coming year. Like everyone else, we plan to stay alive through maintenance and repair work, bolstered by possible foreign orders and governmental work, perhaps. The tuna industry is composed, in the main, of intelligent businessmen, and to assume that these figures will not shove their industry to the top again is to jump at very sketchy conclusions."

In the small craft field, "Bud" Rask, General Manager of Rask Boatbuilding Company, Coronado, California, said his organization had keenly felt the pinch, but that the "tuna industry isn't as down and out as many think."

"The prospects for new building in 1952, at least for us, look very bleak," he said. "But we'll survive. We are exploiting foreign markets, and, of course, our maintenance and repair business is as usual. Establishment of a tariff surely will put new life into the industry, and, if the current crop of ships to come off the ways is a criterion, then the future could produce some great craft."

HE could scarcely be more correct. Indeed, despite the dark picture representing the tuna industry of the last several months, it is an odd thing that some of the most beautiful clippers ever produced by San Diego shipyards slid into the water.

The magnificent ships, *Ecuador* and *Equator*, constructed for M. O. Medina and Associates, are good examples. Both ships were built by National Steel and Shipbuilding Corporation. Both craft carry the very latest in high-class equipment, and, in fact, both are outfitted with identical equipment. They carry around 360 tons, have a fuel oil capacity of 60,000 gallons, a cruising range of about 20,000 miles, and a crew of from 15 to 19 men.

Both are equipped with Enterprise DMG Diesels, single-acting, direct reversible, four-stroke cycle, 12 inches by 15 inch, 490 RPM main engines, supercharged to provide 925 BHP, and driving a 96-inch propeller through 2'1 reduction gear. The craft both have two Murphy 6-cylinder, 1,200 RPM, 158 BHP Diesels, direct-connected to 110 KW, 125-volt DC geenrators, and one General Motors model 6-71, 6-cylinder, 1,200 RPM, 90 BHP Diesel, direct-connected to a 125-volt, 60KW DC generator.

They feature wooden hulls, with three-inch planking and four-inch ceiling. The bait tank and the brine wells are lined with ¼-inch steel plate, insulated wiht cork. They have Sperry steering systems, and all electric motors and pumps are by Fairbanks-Morse. Four 6 x 6-inch Kohlenberger ammonia compressors supply refrigeration.

Graced with such excellent craftsmanship and equipment also is the new *Agressor*, constructed by Martinolich's for Joe Rogers and Associates. The craft, the first of its type to come off the big Martinolich ways, is 125 x 29 feet, carries 290 tons, wooden, and is equipped with an 800-HP Enterprise Diesel and two 110 General Motors auxiliaries; 125 KW generators. Sperry automatic pilot, Atlas anchors and Worthington Compressors complete the picture. (*Continued on page 16*)

Aggressor
(Joe Rogers and Associates)

Let's Not Forget the Publicity Angle

by Walter (Hank) Richards

CO-OPERATION of the same high order I have observed during the tuna tariff fight, with boat owners, canners, fishermen and union leaders all putting shoulders to the common cause, can be the key to joint advertising effort that would launch the tuna industry into the greatest era of prosperity ever known.

Action of the American Tunaboat Association in levying $5.00 per ton for advertising and promotion of tuna is the first sail raised to catch the breeze. Although half a million dollars is not a large appropriation by National standards, yet it is enough to set off a chain reaction in tuna advertising and merchandising that can be atomic.

Administered properly, $500,000 can produce a million dollars worth of advertising and publicity for tuna and may well be the means of doubling the effectiveness of the two and a half million dollars annually spent by the entire industry for advertising.

Decision of the canners and boat owners to participate in the co-operative campaign being arranged by the Can Manufacturer's Institute is the second step in the direction of industry-wide co-ordination that should in time, sell all the tuna that can be caught.

Other co-operative deals such as the Can Manufacturer's green bean-macaroni-tuna "Winner-Dinner" campaign, will help stretch the advertising dollar several times over. Tuna is one of America's most versatile foods with a multitude of possible tie-ins with the producers of potato chips, bread, milk, rice, spinach, cheese, tomato paste and spaghetti, as well as other products complimentary to tuna.

There are ways and means of getting the most out of every dollar spent in advertising and promotion. There are bargains in advertising that alert advertising men experienced in public relations know about and will take advantage of in favor of their clients.

As I pointed out in my last article, the field of publicity follow-up for tuna is wide open for exploitation at little cost to the industry.

DURING the weeks I spent helping arrange publicity support for the tariff fight I have had occasion to call upon home economics editors with gratifying results. Picturing for them the plight of the tuna industry and the need for publicity not only led to support for the tariff but was backed up by the publishing of not less than 50 recipes recommending tuna.

One editor scored me for the laxity in publicity follow-up that seems to be the rule rather than the exception because the tuna industry has not been heretofore equipped to render such a service.

She told me she had intended running a perfectly wonderful recipe featuring tuna in her special section. She had tried in vain to get a photograph to illustrate the dish and finally gave up and had run a recipe for a meat product, handsomely illustrated by a photo "thoughtfully provided" by the American Meat Institute.

Tuna that week lost an opportunity to reach nearly 700,000 homes because of the industry's failure to set up a co-operative advertising, publicity and merchandising bureau.

If only 10% of that paper's readers had tried that recipe, it would have moved 70,000 cans from grocery shelves. That's about 1500 cases, or boiled down into tonnage, the oversight cost fishermen a market for more than 25 tons of fish.

Multiply that failure of the industry to back up its advertising with adequate publicity material by the weeks of the month times the number of major markets there are in the United States and you get a rough idea of what these lost opportunities have cost the industry.

Tuna canners might well follow the example of the meat packers, noting how the packers shape their ads to sell not only brand but the nutritional advantages of meat as well. *All* their ads seem to augment the advertising of the American Meat Institute.

During the early years of the Meat Institute it was my good fortune to come in contact with some of its founders. I had just organized the radio station of the Union Stockyards Company and Chicago Daily Drover's Journal.

Behind the founding of the Meat Institute was the matter of co-ordinating *all* meat advertising to form a unified front in selling the public on the idea of eating more meat. Also, the big packers had suffered from a bad press for many years and had been attacked on many fronts for alleged monopolistic practices.

They had a hard time organizing the Meat Institute because packers were just as ruggedly individualistic as fish canners and fishermen. The attacks charging monopoly brought them together just as the tariff fight has unified all segments of the tuna industry.

The American Meat Institute has

(*Continued on page 16*)

An outstanding Southern California advertising and public relations counselor, Walter "Hank" Richards has offered, during the current tuna tariff fight, a noteworthy service to the tuna industry. Cooperating fully with such industry leaders as Dr. Wilbert M. Chapman, Director of Research, American Tunaboat Association; Montgomery Phister of Van Camp's, and Seymour E. Francis, Publicity Chief, Armstrong-Schramm Company, San Diego, California, Richards' has brought into play his excellent connections to gain important newspaper, magazine, radio and television representation on behalf of the tariff question.

Where Are The Market Experts?

by Emmett W. Fowler, Jr.

THE new sixty dollar per ton price differential between Skipjack and Yellowfin tunas proposed by one cannery and so calmly accepted by the cannery workers promises to be a knife in the back of an already crippled industry. A precedent of almost twenty years has been broken, and, whatever the thinking behind the decision has been, now is the time to analyze it. If such an analysis indicates that it is a stop-gap solution to a deep rooted problem, the logical question is why did the research advisors and the Fish and Wildlife Service's commodity-industry analysts let this fiasco occur?

Why is it no one ever questions the words which flow so easily from the mouths of those engaged in research? Why is it that research failures in fisheries continue to receive governmental appropriations year after year? This is the time to give serious thought to these matters and then to work to see that the conditions are improved. How to improve them? Let's look over the situation:

THE new price for tuna, three hundred twenty dollars per ton for Yellowfin, and two hundred sixty dollars per ton for Skipjack, has exploded a twenty dollar differential pattern which existed for many years. Yellowfin was increased by ten dollars and Skipjack was cut by thirty dollars making a new sixty dollar total differential which may result in this little striped tuna being the basis of one of the biggest headaches in the tuna industry. The many ramifications of this problem may be more explosive than those caused by the importation of foreign frozen tuna.

What will be the effect of this disparity in price?

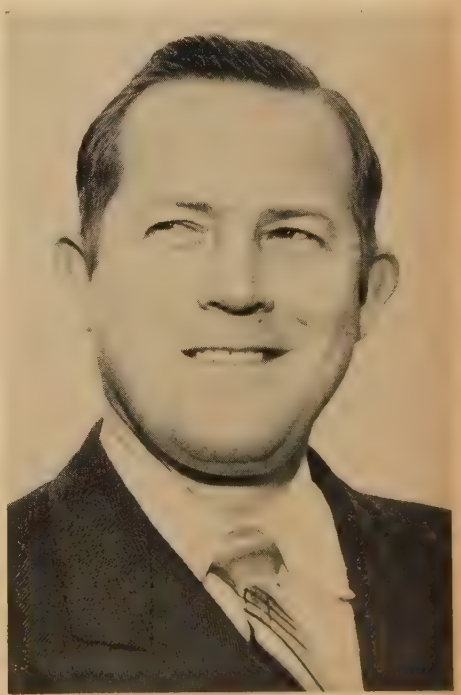
Perhaps at first no appreciable difference in the usual proportions of Yellowfin and Skipjack will be noticed, or perhaps the boats will try to capture a larger amount of the higher priced fish. It is doubtful, however, if either of these situations will continue for more than a few months. Being good businessmen, the processors, alert as to a means of packing a more competitive product, could demand whole loads of skipjack or, at least, loads predominantly of skipjack. They could take steps to increase the cases per ton yield above the routine thirty-two to thirty-six for this fish. Naturally this two hundred sixty dollar per ton tuna could be distributed to the brokers at a very attractive selling price. But what could happen to the yellowfin pack? Undoubtedly it could sit on the retailers' shelves and in the canneries' warehouses.

THIS sixty dollar price inequality between these two species of American-caught tuna is approximately the same as the present price differential between the American caught fish and the Japanese or the Peruvian frozen imported fish. Thus we have a problem created within the California industry itself, a problem which cannot be solved by Congress.

The Food and Drug Administration years ago accepted these two fish as equal; each may be packed as light meat tuna. Yet to eliminate one of the most substantially abundant and economically packed tunas is industrial suicide.

Of course in retaliation to the can-

Here's another Governmental Agency survey by the author of *Pan-American Fisherman's* recent article, "Let's Fish Or Cut Bait." Incidentally, in that story, Mr. Fowler accused both Mr. A. W. Anderson and Mr. Richard Whiteleather of being biologists. Apologies are hereby tendered. Neither are biologists.



Emmett W. Fowler, Jr.

neries request for high proportions of skipjack, the unions may refuse to let their members man the fishing vessels. (One such instance already has been attempted.) The boats then will be tied up and the canneries will be forced to buy imported tuna. The unions will not allow the cannery workers to process this foreign fish, thus the American tuna market will, of necessity, have to be provided by packers of the Pacific Northwest and of the Atlantic seaboard.

Naturally, the tuna clippers, large or small, cannot remain in port indefinitely. There are payments on boat mortgages, insurance, taxes, and routine maintenance to be met. The vessels eventually will be *allowed* to go fishing in order not to fall into their creditors' hands.

But what are the boat owners to do? They have two choices. They can agree to the canneries' demands for Skipjack or take a price cut on Yellowfin.

The "Cat," called *price differential*, is out of the bag and it is likely that she may grow into a lion which will roar through our tuna markets and few will be able even to hold on to the lion's tail. Perhaps the trend of the twenty dollar price distinction will be sadly missed. It might have been more logical to accept two hundred eighty dollars per ton for Yellowfin and two hundred sixty dollars per ton for Skipjack, thus operating the vessels all year round with a price which makes foreign competition less likely.

Could it be that the simple economic problems of marketing tuna is too deep for the highly-trained government fisheries experts? Is it this, or are they preoccupied with little pet projects of their own?

What of the Branch of Commercial Fisheries? Where is their commodity-industry analyst? It seems unlikely that the news of the new price agreement has failed to reach Washington headquarters, as there is a marketing agent stationed at San Pedro. When the new differential was observed it is odd that the commodity-industry analyst was not busy on the teletype finding out the particulars and making arrangements to assist the boat owners with their decision to accept the terms; particularly in view of the present industry crisis. Surely a man who has a B.S. degree in Fisheries and has been with the Fish and Wildlife Service since 1937 as a statistical and marketing agent, fishery engineer, fishery marketing specialist, commodity-industry analyst, and also assistant chief of his branch could authoritatively explain to the interested parties the possible ramifications of this great change in price policy. The teletype has been used and transcontinental trips have been made for less sound reasons.

UNDOUBTEDLY, the Washingtonians, from far behind their desks, with carefully prepared statements, will counter with something to the effect that it is not their policy to issue statements on market trends or to give unsolicited advice. Why not? The Secretary of the Interior predicted to a Congressional committee and to the public that fuel oil was to be rationed. Though his prediction was wrong it still indicates that the Department of Interior does attempt to forecast coming industrial crises.

Aimed toward informing the fishing industry of work of the department and of trends and developments in widespread parts of the country, the Branch of Commercial Fisheries publishes the *Market News Service Bulletin*, various fishery leaflets, and the *Commercial Fisheries Review*. Yet, on the other hand, publications where complete accuracy is expected it was indeed amazing to find the fantastic report summarized below. It originated from the Branch of Biology and Oceanography and concerns a Fish and Wildlife Service research vessel on a forty-seven day "practical" fishing cruise. This vessel with a cruising speed of nine knots "thoroughly covered 347,000 square miles" of the Pacific and had, in addition, time to spend twenty-six of the forty-seven days in fishing. Only the Department of Interior's Fish and Wildlife Service could afford such a super-speed-vessel unknown to all other maritime organizations! To think that such an impossible feat could pass the scrutiny of the various editors indicates that they have been in Washington so long that they have lost their practicality. Even now they may be so naive that they think "tumble home" a term referring to a ship's broken down pilot house.

With this as an example, it is obvious why some readers are confused as to which published reports are valid and which are not. In fairness to these publications it should be mentioned that much of what is written is good, but too often those making reports on explorations and gear have had little or no practical experience.

Perhaps a good deal of the exaggeration concerning the remarkable progress and success of fishery research projects, whether government sponsored or not, stems from fearing a loss of status, unless the impression is given that much is being accomplished. Several clever techniques have been devised to make the most imposing of appearances, though, in most cases, little emphasis is placed on definite results. Research becomes the end itself, and projects go on indefinitely.

THE Branch of Commercial Fisheries and the Branch of Biology and Oceanography have in their ranks those who admit that their research efficiency is low, but, like those in other such organizations, they claim that the small percentage of projects which are useful pay off so well that they carry the failures with something to spare.

Evidence of this low research efficiency is readily available. It is necessary only to peruse the progress reports disseminated by top executives of both of these branches.

The first report usually outlines the plans of research and tells of the equipment to be ordered. This is followed by two or three reports covering a resume of the problem and listing references of other work done. Also is included an explanation of the nearly insurmountable question of getting the apparatus into use. The next report usually has a list of the experimental data conveying the impression that all of the experiments were achieved during the current period, though usually only a small percentage were. The account tells of the tussle with the key issue and usually states that the "results were satisfactory except . . . ." The final report makes a brave attempt at showing results, but is characterized largely by what should be done if the project were continued. (*Continued on page 19*)

• Gray Marine
• Richardson Electronics

THE Gray Marine Motor Company announces that production will be continued on all standard models dependent only upon availability of materials in 1952. Out of a total of 33 models supplied by Gray for all types of service, 16 are gasoline engines designed for heavy boats such as used in commercial fishing and similar operations. These include the "Lugger Series" for 8-12 mile vessels, and the higher speed "Express Series" for faster boats. Both styles come equipped with Thermogard, Gray's automatic temperature control. Piston displacements range from 69 to 427 cubic-inches, and power from 16 to 150 hp.

In addition to the gasoline models, Gray offers four Diesels, two "Fours" and two "Sixes," rated 30, 50, 100 and 135 hp respectively. These are continuous duty ratings. A new Diesel model, shown for first time at the New York Motor Boat Show, is a six-cylinder lightweight Diesel, originally developed for the U. S. Navy, delivering 100 hp at 2200 rpm. With heavy duty Paragon hydraulic reverse gear, and 3.1 or 3.1 reduction gear, the unit has an overall length of 69 inches and weighs only 1600 lbs., only 200 lbs. heavier than the Gray gasoline engine of same piston displacement. The two are completely different, as the 427 cu. in. gasoline engine has valves in cylinder block, while the Diesel has valves in head. The new Diesel is of the 4-cycle, high speed type, with aluminum housing and oil pan, Bosch fuel pump, and fresh water cooling system. Before offering to the trade, the engine has had over 3000 hours of testing.

Of interest to workboat operators is a special style of the Gray Lugger Four-162, with shielded hot manifold, for operation on kerosene. This engine, rated 42 hp at 1800 rpm, was developed to meet an export demand.

AN improvement for Gray's smaller four-cylinder engine is a new automatic temperature control attachment developed for use on the 69, 91 and 112 cu. in. models. This is similar to the patented Thermogard system which Gray has supplied for years on larger models, but uses a different type of thermostat. Function of it is to raise water jacket temperature to a constant heat of 60°, independent of water intake temperature, load or engine speed. The unit will be available as a low-priced extra, and it may also be installed on older engines, when low trolling speeds are desired, or when condensation is a problem.

Gray's smallest "Fours" are now available also with an improved fresh water cooling system, developed during the past year for a model used by the Canadian Navy. Gray now has factory calibrated fresh water cooling system available on all Lugger and Express models, and the company reports increased use of this equipment. "Keel Kooler" outboard type heat exchanger is standard, and this has been supplied on the Graymarine engines delivered under contracts for U. S. Army.

All Graymarine engines 140 cu. in. and larger are now available either with standard manual type reverse gear or hydraulic type. Also Gray reports increasing popularity of the "Slave Shaft" vacuum cylinder gear-shifter for installations with remote control. This may be used with any make of engine. During the past year Gray's experimental and development department has been increased in size, and personnel has been doubled. Two new test boats have been put into service.

A NEW development in the electronics field of special interest to all operators of fishing craft is the new Guy-Ro Pilot manufactured by Richardson Electronics Company of 225 Chapman Street, Providence, R. I. This device, which the manufacturer refers to as "the spare hand at the wheel" is a compact combination of two units, a gyro control and small but powerful steering engine.

Operation is both simple and economical. The helmsman sets the Guy-Ro control on a desired course, switches on the steering engine, and the boat will hold the heading until a further change in course is made. To change course to avoid another vessel or obstruction, the steering engine is switched off and the helmsman steers around manually, then resets the control. The unit operates on a minimum of power and provides ac-

(*Continued on page 26*)

Graymarine-Equipped

Typical gill-net boat from Bristol Bay fleet, using small Gray lugger-type engine, fresh water cooled.

REPAIR BOOM

(*Continued from page 11*)

Another recent great ship is the *Constitution*, a second Joe Rogers and Associates craft, now in the final stages of construction at Campbell's. The *Constitution* is a 400-tonner, 150-foot wooden vessel, and will be off the ways about March 15. She is equipped with a Union Diesel main engine, supercharged to 1,000; Allis-Chalmers generators, carries a crew of 17, features Collidge propellers and Monel prop shaft.

When superlative craft are mentioned, of course, the magnificent *Helen S*, built by Harbor Boat and Yacht Company for Manuel E. Simas and Associates, and named for the friendly, soft-spoken insurance executive and ship owner's wife, cannot be forgotten. The vessel is an all-wood, 275-tonner, and the main propulsion unit is an Enterprise Diesel, with auxiliaries by General Motors. Refrigeration compressors are by the Howe Company, and pumps by Fairbanks-Morse.

As stated, an odd thing about these fine vessels is the fact that all underwent construction at a time when the future of the tuna industry looked blackest. Perhaps, in a manner of speaking, it was an excellent thing that such was the case. Certainly the operation, collectively, caused even the most depressed to feel a glow that the men responsible for the building of these ships had faith in their industry. That faith today, possibly, is reflected in some degree in "fringe" industries in Southern California, not the least of which could be the shipyards.

EL SALVADOR

(*Continued from page 9*)

pan, will be in constant contact with the *Veteran* at sea by means of 100-watt radio telephone in his office on the El Salvador mainland.

RAMON CACCERES, president of Central American Association, had this to say, at the elaborate champagne christening under the El Salvador "handmade" flag contrived for the occasion. The *Veteran* if successful in finding good fishing in commercial quantities will open up a new and prosperous industry, and El Salvador will come to the front in the fishing industry under the guiding hand of the United States."

PUBLICITY

(*Continued from page 12*)

proved the advantages of co-operation, vastly increasing the per capita consumption of meat and reshaping the entire opinion of the American public toward packers. It has even improved relations between farmer-producers and the packers.

MEAT Institute advertising has also been the means of leveling off slump periods in the industry and has helped move meat faster during times when cattle and hog receipts are seasonably high.

I have heard it said, "If the rest of the country ate as much tuna per capita as Los Angeles we'd be hard pressed to catch enough fish."

If the canners had concentrated as much advertising on the other major markets as has been expended on the home base of Los Angeles, the sea couldn't provide enough tuna to meet the demand.

There you have the key to today's big trend in advertising—concentration or saturation of the most logical markets.

When you set out to fish you don't

(*Continued on page 19*)

CIA. MARITIMA,
INDUSTRIAL y MERCANTIL, S.A.

Productos de Pesca, Enlatados
Transportes Maritimos

PLANTA EMPACADORA ESTABLECIDA EN BAHIA TORTUGAS, BAJA CALIFORNIA; TRANSPORTE DE PASAJEROS Y CARGA ENTRE LOS PRINCIPALES PUERTOS DEL LITORAL DEL PACIFICO.

Contando para ello con el buque motor nacional "Ensenada II," adquirido en EE. UU. AA., con capacidad para 400 toneladas.

Distribuidores para la Republica Mexicana, de los productos de

PESQUERA DEL PACIFICO
S. DE R. L.
ENSENADA, BAJA CALIFORNIA, MEXICO

FOR PROMPT ATTENTION
SALES · PARTS
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CATERPILLAR
MARINE DIESEL ENGINES

WOOD FREEMAN
METAL
MARINE
PILOT

HALLETT
DIESEL ENGINES

BENDIX
depth
RECORDER

FEDERAL
PROPELLERS

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Insuring the present . . . and the future

AS IN THE PAST, SO IN THE FUTURE,

ALL ACTIVITIES OF THE AMERICAN TUNABOAT ASSOCIATION

ARE DIRECTED TO IMPROVEMENT AND PROSPERITY

OF THE TUNA INDUSTRY

Sam Crivello, president *Harold J. Cary, manager*

AMERICAN TUNABOAT ASSN.

Foot of "G" St., Harbor Front San Diego, California

The

ATWELL

Supply Company

ANNOUNCES

. . . . a second convenient location at
1150 HARBOR DRIVE *(formerly Drake & Bullen Co.) to provide the very best ship chandlery service for the fishing fleet*

TWO CONVENIENT LOCATIONS

1150 HARBOR DRIVE **PHONE** *Franklin 9-4465*
2647 MAIN STREET **PHONE** *Franklin 9-2129*

WE GIVE S & H GREEN STAMPS

BETTER SERVICE TO THE FISHING FLEET SINCE 1945

PUBLICITY

(*Continued from page 16*)

range the whole Pacific. You go where the most fish are and you don't throw out your bait until you know there are fish waiting to be caught.

The same rule holds in advertising. Concentrate your effort in certain specific markets rather than scattering it all over the nation too thinly in national magazines and on the networks. Not that the big magazines and networks aren't good advertising buys. They most certainly are for the advertiser with plenty of money to spend. But the advertiser with a modest budget must concentrate his effort on the likeliest markets or see his advertising produce too little results.

There are certain areas in the United States that are more natural markets for tuna than others. Concentration on these natural markets is the soundest method of stretching tuna's moderate advertising budget to sell the most tuna.

A GOOD friend of mine, one of the editors of a prominent Catholic publication, has been kind enough to provide me with a map and figures showing the exact distribution of Catholic population in the United States.

I am sure no one in the tuna industry underestimates the importance of the Catholic trade as one of tuna's most natural markets, and yet I have been told by a leading canner that a certain city that shows a 41% Catholic population on my map, is at best, only a fair market for tuna.

Over 5,000,000 fish meals are eaten in that one city every Friday and yet tuna isn't rated as a big seller there.

A concentrated campaign in that rich area should, within a reasonable period of time, win a substantial share of that weekly market to tuna. Such a campaign, participated in by all canners and the association, could not only claim a big percentage of the Catholic market but would sell others as well in an area that embraces probably 15,000,000 people within the radius served by the papers, radio and TV stations of that city.

I firmly believe that a proper saturation campaign concentrated there would ultimately result in tuna consumption increasing to the point where that one area would account for one full catch for every boat in the San Diego fleet.

There are other natural markets for tuna that would pay off equally well if all hands will co-operate in fishing for the business, utilizing sound advertising that not only sells brand but also gets across the salient facts that tuna is a bargain, tuna is nutritious containing proteins, minerals, vitamins and iodine, fresh from Nature's own storehouse, the sea, tuna is versatile and easy to prepare in a multitude of tasty ways.

Another factor in the selection of natural markets for tuna is based upon the nationalities of the population. Some peoples are natural fish eaters because the land of their origin was adjacent to the sea. Eating habits of people have a way of being passed on down for several generations.

I had a striking example brought to my attention recently while checking through my mother's fine collection of cook books gotten up by women's organizations of various churches.

A Swedish Lutheran cook book disclosed 17 recipes calling for tuna. A similar book put out by a German Lutheran ladies group had only two recipes suggesting tuna.

Significantly, the Scandinavian people are basically sea-faring and are fish eaters. Germans, being from a land-bound nation, don't eat much fish.

Perhaps this is a clue to the failure of one canner's recent advertising campaign in St. Louis. The same campaign staged in the Minneapolis-St. Paul area might have met with more success. Having been program director of St. Louis's leading radio station some years ago I have a pretty fair idea of the peculiarities of that stolid, old German market. I would like to see the ads used in that campaign for an appraisal.

OFFHAND, I'd say that the only way to sell tuna in St. Louis would be to shape a campaign around the notion that it's a bargain, (Germans are very thrifty) and it goes well with cheese and beer. (Two staples in the diet of the average St. Louis burgher.)

Foreign language stations and papers in some areas could be used with great effect. For instance, the sixth biggest market in the United States is the Italian speaking population of New York and environs. Yiddish papers and stations in that same area reach over 2,000,000 people. Both nationalities are basically fish eating people.

Summing up; don't try to sell the whole United States unless you have a big enough budget to do the job thoroughly. Even if you have a big market, bear in mind that many big advertisers today are going into spot broadcasting and spot newspaper coverage of specific markets just as I have described. Concentration upon tuna's natural markets will make your advertising pay off in the greatest sales of tuna per dollar spent.

It takes courage to terminate a project. It is difficult for the researcher, especially in the government service, to admit a mistake was made or that new information from another source has rendered the investigation useless. Were such admissions more often uttered a tremendous amount of money could be saved to use for really expedient studies.

OPINION

(*Continued from page 14*)

When considering discontinuing a program of study the human trait crops up which leads to depreciating the work of others in relations to what is esteemed by those in charge. This tendency is especially prevalent between the Branches of Commercial Fisheries and that of Biology and Oceanography. It has led to the bitterest kind of wrangling and jealousy. A few suggestions for easing this distasteful situation will be made later in this article.

(*Continued on next page*)

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THE Fish and Wildlife Service has carried on programs and is now carrying on programs which have shown little tangible progress in more than three years, exclusive of a mass of questionable data. It is believed by those who have made studies of the subject that any research which does not show noticeable progress in two or three years has very little chance of being a success if carried on in the same trend of thought. Yet the top executives of the two main branches of the service condone this situation. Rather than correct it they quibble and bicker over which branch is to have more new projects or more money to carry on old pet programs, and who is to have the jurisdiction over them.

Research people in all fields enjoy a singular immunity to criticism not common to others such as business men, lawyers, statesmen, doctors or even the field workers in the Fish and Wildlife Service. As the top executives are researchers, they are favored with this reputation for wisdom and good deeds that has long shielded them from most adverse comment. This status has existed for so long that these administrators seem to believe in their superior wisdom, and that they never, or seldom, make mistakes, and that only the great difficulty of their tasks prevents their solutions. One top ranking administrator of the Service was heard commenting to the effect that only after one had been in Washington as long as he, "did you learn to sit back and figure all of the angles."

PERHAPS if these men were to venture into some other field they would appreciate the favored position they now hold as investigators. Possibly then they could differentiate between stumbling blocks and stepping stones to good organization and research.

Dr. James B. Conant implies in his book *Science and Common Sense* that those who are administering research should not appraise the project, *but appraise the man who is carrying on the project,* and that the *man* is the one to bet on, not the *subject.* Your hunches should be played heavily as if you were a successful gambler, and last but also most important is not to distribute your money in small amounts over a wide field.

None of the foregoing philosophy is evident in the Fish and Wildlife Service organization. The following example illustrates this point.

Perhaps as it should be, the Branch of Commercial Fisheries is cognizant of the Section of Exploratory Fishing. This section is administered by a Chief who is also Assistant Chief of the branch. For a number of years he has been with the Fish and Wildlife Service in various capacities for which he may have been well qualified, but it would be wise for the top executives to ascertain just how much seagoing experience, commercial fishing experience or fishing industry experience this man has had. It would also be wise to make a survey to determine how many biologists have drifted into minor administrative positions within its ranks. This should be watched carefully for, if too many biologists are employed by the Exploratory Fishing

Section, the Branch of Biology and Oceanography will demand and possibly obtain jurisdiction over this section. In other words, the tail will wag the dog.

JUST such a situation is all that is needed to bring about a new outburst of warfare between the two branches. This discord has been going on for years, yet why the Director of the Fish and Wildlife Service has done nothing about it is a mystery. Perhaps he, in his austere office, feels superior to the situation. This is doubtful, since doors can hardly withhold all of this persistent clashing, which has so seriously undermined his organization. Either indifference or caution, apparently, is preventing action to stop this disunion.

The cleavage might be rendered less damaging by adopting a plan such as the following: First, the Chief and the Assistant of both branches should be transferred to other positions. Second, in lieu of two Chiefs, there should be placed over both branches an able, common sense coordinator, who is not a specialist in the field of fisheries. Third, each branch would present its proposed activities to this coordinator through *one* section chief, who would be designated by the director of the Fish and Wildlife Service as senior representative of his branch. The senior representative would hold the position no longer than three years, at which time another section chief would be appointed from within each branch.

This system would eliminate petty jealousy with its selfish "angle" figuring, empire building with its cut-throat competition for top positions, and both branches would benefit from stimulating new ideas which would not necessarily reflect the training of only one university's school of fisheries, as so often now happens.

Any group of administrators who has been at the top for a number of years has friends in the industry who will defend the present practices and work of the Fish and Wildlife Service. However, some of the practices, as mentioned above could hardly be excused as efficient.

UNFORTUNATELY, too often when rsearchers present long prepared reports which are sometimes sent out in advance, but which are often too technical and time-consuming to be thoroughly analyzed. The industry men present some ideas of a practical nature which they are told are fine, but that there are insufficient funds to carry them out. Everyone enjoys a fine dinner, has his picture taken and things are left exactly as they were.

When good sound advice was really needed from trained marketing specialists and commodity-industry analysts, they did not make themselves available. Instead of shifty insecure measures a really workable price agreement is desperately needed so that the tuna industry can get to work capturing and canning fish!

Ref: "Science and Common Sense," James B. Conant, Yale University Press.
"Solving the Research Manpower Problem," W. C. White, 'Electronics,' December—McGraw-Hill

The Fisherman's YARD
24-HOUR SERVICE * REPAIRS
1000-TON DRYDOCK * MARINE RAILWAYS * COMPLETE SHOPS
HARBOR BOAT BUILDING CO. FISH HARBOR TERMINAL ISLAND, CALIF

EBB'N FLOW

(*Continued from page 8*)

Tunaboat Association, and Rep. Clinton D. McKinnon during a conference with William C. Herrington, special State Department assistant for fisheries.

They told Herrington more Southern California fishing industry leaders were due soon for discussions on the tuna tariff measure scheduled for hearings early next month before the Senate Finance Committee.

What Plans?

Industry leaders must know how the State Department plans to counter the three-cent-a-pound legislation before they can decide whether to abide by the department proposal or stick with the original measure, they said.

Herrington said the department is considering a combination quota-tariff plan under which there would be no duty on raw tuna so long as imports remained below a level based on a proportion of past imports during selected years.

Imports above the ceiling would carry a graduated tariff based on volume.

Outlines Only:

But Herrington said the department had worked up only the broad outlines of the plan. He had no specific figures on which the industry could judge whether the quota-tariff proposal would keep Southern California fishermen and packers in business alongside foreign competition.

Herrington rejected a proposed international conference at which Latin American countries and Japan could air their grievances over the tuna tariff bill, on grounds the department traditionally waits for protesting nations to take the initiative.

Peru, which asked for a conference, has been invited to discuss her anti-tariff position with department officials.

The State Department offered no objection to the tuna tariff bill when it was before the House Ways and Means Committee. But formal protests from Latin-American countries touched off a department review of the legislation.

MORE OPPOSITION

The Japanese:

By press time, both sides had drawn up for battle, and the Japanese had entered the picture. A member of a Tokyo tuna group claimed that the U. S. tuna industry was seeking to ban imports of tuna and tuna products by imposition and equalization of tariffs. The charges, of course, were disclaimed by Southern California fishery executives.

An exchange of letters between Tatsunosuke Takisaki, chairman of the recently organized Japanese Council on Tuna Export, and Dr. Wilbert M. Chapman, research director for the American Tunaboat Association, was released by the association.

Takasaki wrote protesting new and higher import tariffs on tuna and tuna products, which tunaboat owners and California fish canners are seeking from the Federal government.

The U. S. Tariff Commission has scheduled a hearing Jan. 29 on California fish canners' petition for equalization of tariffs on all types of canned tuna and tuna-like fishes. The Senate Finance Committee will open hearings Feb. 4 on a House-approved bill that would impose a temporary import tariff of 3 cents a pound on imported fresh or frozen tuna.

"Adverse Effects":

Takasaki said: "The ban on tuna exports will not only affect Japan's tuna industry, but will also have heavily adverse effects upon the entire nation."

In reply, Chapman cited studies that show the value of Jap tuna exports to the U. S. is less than 1 per cent of the value of total Jap exports, and added:

"We have no intention whatever of banning tuna imports from Japan. We have no intention of doing anything but leave you with a market for tuna in the United States twice as large as you had before the war. We do not wish to in any way damage the Japanese economy or the Japanese tuna industry. But we do intend to try as we may to create a situation where we can stay in business at a profitable level of activity."

"Our policy," Chapman said, "is to get all forms of canned tuna imports to bear the same tariff and all forms of frozen tuna imports to bear a tariff equivalent to that on canned tuna, and for the tariff on all tuna to be equivalent to the 45 per cent ad valorem tariff now borne by tuna canned in oil."

Pointing out that the U. S. tuna fleets and canneries can supply 85 to 90 per cent of existing U. S. demand for tuna, Chapman said:

"In looking over the immediate prewar history of tuna imports into this country we find that 15 per cent of the present U. S. tuna consumption would be roughly double the volume of tuna imports during that prewar period. Therefore, it seemed to us that we could not reasonably be accused of harshness if we attempted to create a trade situation which would reserve 15 to 20 per cent of the U. S. tuna market to our foreign suppliers, and the remaining 80 to 85 per cent to our domestic suppliers.

"This volume of tuna imports would be substantially larger than prewar; that would increase in volume as the U. S. market grew; all of our foreign suppliers would have the same competitive opportunity in this market; and yet, if these products entered the U. S. market at competitive prices, they would not cause unreasonable hardship on the U. S. tuna industry."

"Nominal":

Refuting Takasaki's claim that a high-

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er tariff structure would heavily damage the Japanese economy, Chapman pointed out:

"The value of tuna exported by Japan to the U. S. is considerably less than 1 per cent of the total value of Japanese exports. If the Jap exports are confined to reasonably near present size and the total effect on the Japanese economy would be nominal.

"The domestic market for tuna in Japan is considerably larger than the domestic market for tuna in the U. S. This market is exclusively the property of the Japanese tuna industry. Therefore, well over 90 per cent of the Japanese tuna industry would be unaffected by the tariff legislation.

"Because of low labor cost Japan can put hand-packed premium canned tuna into the U. S. luxury market, make a good profit and not injure the U. S. tuna industry.

"The canned tuna market of England and Western Europe is open to Japan with no competition from the U. S."

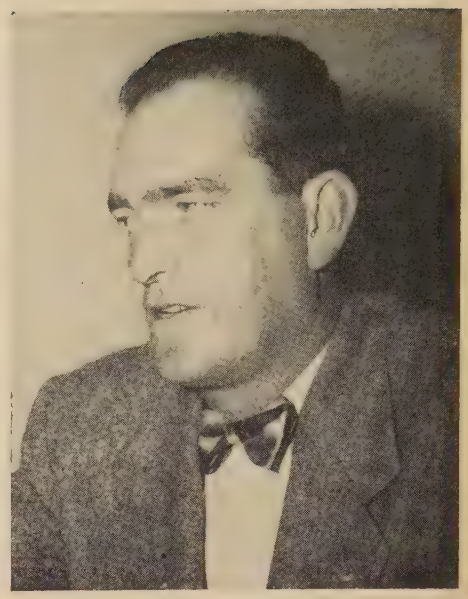
SHRIMP REGULATIONS

In California:

Regulations governing California's newest industry—ocean shrimp (prawn) fishing—have been adopted by the Fish and Game Commission, at San Pedro. At their December meeting, the commissioners took action under a recent legislative act which will allow shrimp and prawn fishing for the first time in ocean waters off California. Unless results of the experiment are successful, fishing permits will expire in Sepetmber 1953, according to a December 19 news release from the State Department of Fish and Game. Recent exploratory cruises made by the *N. B. Scofield*, research vessel operated by the State Department of Fish and Game, showed commercial quantities of shrimp (prawns) in three general areas off the California coast. Area "A" under the new regulations will extend from the Oregon border to a point off False Cape, near Fortuna. Area "B" runs south to Pigeon Point, near the San Mateo-Santa Cruz county line. Area "C" extends from Pigeon Point to Rincon Point, Santa Barbara.

Hope:

In offering the proposed regulations to the commission, the chief of the Bureau of Marine Fisheries stated that there was much unexplored area along the coast where shrimp (prawns) might be found. "It is hoped that commercial exploitation will bring additional knowledge and information concerning the extent and magnitude of this resource," he added. The state research vessel caught as many as 450 pounds of shrimp (prawns) in 15 minutes by the use of a 10-foot beam trawl net. Experiments were made to determine which type of gear would not harm the so-called "bottom fishery" for sole, halibut, flounder, and other fishes. As a result of the findings made aboard the *Scofield*, the commission's new regulations call for use of a beam trawl net with a mouth less than 45 feet in circumference, and a mesh 1 and 1/8 inches or smaller. Seasons for each area will open April 1 and close September 30, unless a maximum bag limit has been reached, when the season may be closed earlier. Limits are 1,500,000 pounds for area A, 750,000 pounds for area B, and 250,000 pounds for area C.



Walker Atwell

BRANCHING OUT

A'La Atwell:

Smart, hard-driving Walker Atwell who, a few years ago, started his big ships chandlery at 1764 Main Street, San Diego, California, on little more than peanuts, exploded a bombshell late in the month. In brief, at a time when the tuna industry's future looked uncertain, he decide to expand. Late in January, therefore, he announced that he had bought the Drake and Bullen ships chandlery outright, and, henceforth, he would provide fleet service from two outlets instead of one. Purchase price of his new chandlery was not given. (See *Pan-American Fisherman's* March issue for full details of the transaction and background of one of the industry's most colorful figures.)

RESEARCH ON THE MOVE

ITTC:

With the arrival at Puntarenas, Costa Rica, of Gerald V. Howard of the Inter-American Tropical Tuna Commission's staff, work is to start immediately on the commission's research laboratory on the shores of the Gulf of Nicoya.

Howard left San Diego by plane for Central America. He was accompanied by Clifford Petersen, junior scientist from the University of Washington school fisheries. Petersen is to have charge of the laboratory after its establishment. Howard will return to his Point Loma headquarters, where he will continue his work with Dr. Milner Schaefer, director of investigations of the international fisheries commission.

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In the Till:

Dr. Schaefer said that $60,000 has been appropriated to carry on activities of the commission this year. Work of the Costa Rican laboratory will be expanded as additional funds become available, he said.

These activities will include an investigation of anchovetta, which is the principal source of bait for tuna fishermen operating in Latin-American waters, and study of the habits of yellowfin and skipjack.

EXPANSION

Deal?

California Tuna Canning Company was negotiating to buy Jack Crivello's interest in the internationally-famous Westgate-Sun Harbor, the tall, astute Executive Vice-President of WSH disclosed at month's end. The deal, if completed, would add one more big business transaction to the credit of Earl Nielsen & Associates, who, in November, 1950, purchased outright the San Diego Packing Company and combined it with California Tuna Canning Company.

NEW EXEC

Horton:

The H. M. Sawyer & Son Company of Cambridge, Mass., manufacturers of rainwear and industrial protective clothing, announce the appointment of A. K. M. Horton as sales manager of both their Industrial and Rainwear Divisions. Horton was formerly in charge of sales for the Industrial Division. Robert Husbans has been appointed assistant to Horton. Both appointments were effective January 1, 1952.

FISH CATCH

Washington Statistics:

The Fish and Wildlife Service estimated that the nation's fishermen last year caught some 4,400,000,000 pounds of fishery products, worth about $365,000,000.

This was about 500,000,000 pounds less than the 1950 catch. But because of rising prices the total value remained approximately the same.

The large decline in volume was due to decreased catches of California pilchard, Maine and Alaska herring, tuna and Pacific and jack mackerel, the agency said in a statement.

It explained that tuna landings were light during the last six months of 1951 because of a poor market, with much of the tuna market taken over by imported fish. Pilchard, herring and mackerel catches declined, not because of market conditions, but because of disappointing hauls.

The only major fishery registering a large increase was salmon, the service said. "Catches increased almost 200,000,000 pounds, due to a good run of pink salmon in Southeastern Alaska and on Puget Sound," it said.

The service estimated the 1951 pack of canned fish at 790,000,000 pounds compared with 965,000,000 pounds in 1950.

NEW TUNA CAPITOL?

St. Jean De Luz (France)

This town on the Basque coast has just been officially listed as the foremost tuna fishing port of France. That new dignity is largely because of a catch of 465 tons of tuna in less than four months, which means a total value of more than 1,000,000,000 francs with tuna selling at 220 francs a kilogram.

The achievement was attained by a fishing fleet of ninety twenty-five-ton ships, manned by 1,000 fishermen. It would in fact have been impossible for so small a fleet except for considerable help from friendly Spanish colleagues. This is because of the severe control existing in Spain that obliges the fishermen to sell at prices considerably under those in France. (*next page*)

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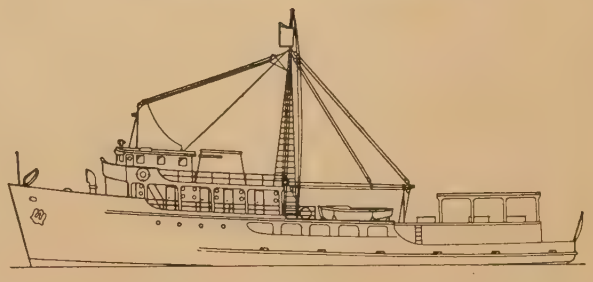

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SAN DIEGO, CALIF.

There are frequent arrangements made at sea by which the catch is shifted from one boat to another, and the fish caught off the coast of Spain are finally put up in tins in French vegetable oil instead of the olive oil in use in Spanish territory.

The Spanish ports of Bermeo, Lequeito, Pasajes and Fuentarrabia harbor several hundred fishing boats, which assures French fishermen of making a considerable catch. For example, there is the case of one tiny French ship that leaves port about 6 a. m. every day and comes back into port about 2 in the afternoon loaded with about 2,000 kilograms of freshly naturalized French tuna fish.

This boon to the natural luck of the French fishermen is having its effect. Known of old as hardy whalers and often as fierce pirates, they are becoming quite respectable business men, who work only their regular forty hours a week and manage somehow to take their week-ends off and enjoy paid vacations.

It is not contended that the morality along the coast has gained much in this process and, of course, the tuna trade in Spain is said to have suffered accordingly. However, the ocean hereabouts is large and the two little coast guard cutters, one French and one Spanish, that patrol the coast are inadequate to keep a watch on everything that goes on out among the bounding waves.

KICKOFF

Shrimp:

Citing the newly formed Shrimp Association of the Americas as an example of forward thinking in international business relations. John Mehos of Galveston, Texas, Chairman of the Public Relations and Advertising Committee of the Association, explained its scope, policies and objectives to members of the press and radio at a luncheon in New York City on January 17th. He also introduced President Virgil Versaggi of Brownsville, Texas; Vice-president Pedro Pinson of Mazatlan, Mexico, and members of the Board of Directors who attended the function.

Mehos explained how leading shrimp producers representing the Texas Shrimp Association met with their counterpart, "Camara Nacional de la Industria Pesquera," which is the Mexican Shrimp Association, to solve the problem of distributing and selling a comparable product, fresh and frozen shrimps, through cooperative promotion rather than being hampered by such competitive measures as tariffs and quotas.

"We believe this hands-across-the-border policy is probably the first one of its kind in foo dtrade association history," Mehos stated, "and will set a pattern for marketing a product on an international basis for other groups to follow." He explained how the industry had spent its energies in striving for more production to meet consumer demand, for better quality of product, long-range conservation plans and other problems upon which a stable industry is established. Now, however, industry leaders believe the time is ripe for an expanding program which will include advertising, publicity, and other forms of promotion. The industry points with pride to the fact that it has been able to work out a satisfactory relationship that includes both American and Mexican interests without government influence on either side, according to Mehos.

History:

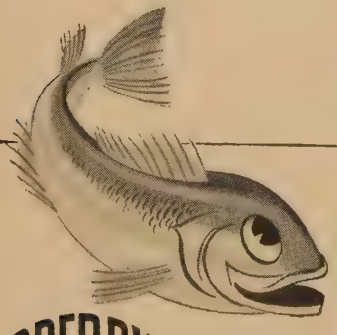
In tracing the history of the shrimp industry during the past fifty years, Versaggi, who has operated in Florida and Louisiana as well as in Texas, gave a colorful picture of the shrimp fleet as symbolized by the song, *Shrimp Boats*. From small boats valued at $3000 on an average, the shrimp fleet has grown to 8000 boats, representing investments of from $50,000 to $1000,000 for each boat. The current 180 million pound shrimp industry has grown to these proportions because of public demand for the product, the abundance of the supply brought about by the discovery of new shrimp beds in the Gulf and West Coast areas, and also because sharp freezing has made it possible to distribute the product in every section of the country.

Versaggi called attention to the versatility of shrimp in cooking, the popularity of various ways of serving shrimp in different sections of the country, the ease of preparation and their high nutritional contribution.

"Shrimp are no longer limited to the tables of those living in coastal cities," Versaggi pointed out. "The smallest communities throughout the country have continuous and adequate supplies and at prices that are within the reach of average consumers."

Pinson's concluding speech summed up the program of the Association. Speaking on behalf of his Mexican colleagues, he expressed their appreciation for the spontaneous cooperation extended to them by the Texas Shrimp Association. Jointly the two groups, Texan and Mexican, accounted for 110 million pounds of the 951 total shrimp production. Forty mililon pounds were caught in Mexican waters. "We will continue," said Pinson, "to strive for more production, better quality, and even more thorough distribution throughout the entire United States."

Other members of the Board of Directors of the Shrimp Association of the Americas attending the luncheon, included: Mauricio Madero of Mexico, J. R. Clegg of Port Lavaca, Texas, J. E. Barr of Harlingen, Texas, Hector Ferreira of Mexico, John Nelson of Aransas Pass, Texas, W. E. Kenon of Brownsville, Texas and Ralph T. Mackenzie of Dallas, Texas.



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APPOINTMENT

Domm:

Charles Domm, well known to marine supply houses throughout the country, has been appointed West Coast Manager, Marine Division of Hart & Burns, Riverside, California.

Announcement was made by Earl Huston, Jr., executive vice president and general manager of Hart & Burns, specialty paint manufacturers whose Navicote Marine Paints include anti-fouling and anti-corrosives which have won international acclaim.

Domm, formerly operating out of Portland, Oregon, as Northwest Manager of Hart & Burns' Marine Division will headquarter at 1242-B Milvia Street, Berkeley 9, California. He has spent many years in the marine paint field.

STABILIZATION

Salmon:

The administrator of the ecoonmic stabilization agency, effective last month, redelegated his powers under the defense production act and related orders to the Wage Stabilization Board, as far as the wages, prices, and related compensations for the catch and disposition of fresh Alaska salmon are concerned.

General order No. 14 of the economic stabilization agency which contains this redelegation was issued yesterday. General order No. 14 adopts the joint recommendation of the administrator of price stabilization and the wage stabilization board to establish for the wage stabilization board sole jurisdiction to stabilize wages, prices and related compensations and other obligations with respect to the catch and disposition of fresh Alaska salmon delivered to canneries. The order is based upon the unique characteristics of the Alaska salmon industry with respect to fresh Alaska salmon and is not intended to define obligations of fishermen and canneries in other fisheries or other areas of the United States. The Wage Stabilization Board was directed by the administrator of the Economic Stabilization Agency to exercise its redelegated authority in accordance with the general stabilization policies.

CLIPPER CONCOURSE

. . . and Business:

San Diego's tuna industry, which has been in the doldrums for several months rapidly was returning to normal operations insofar as its affects the high seas fishing fleet, at month's end.

A steady stream of clippers had been sailing out of the harbor since New Year's, when the Van Camp Sea Food Co., announced it would pay a 1952 scale of $320 a ton for yellowfin and $260 for skipjack.

The Van Camp Co., according to Glenn Copeland, general manager, has released the clippers *Cora Ann*, *Conte Bianca*, *Diaho II*, *St. Matthews* and *Oceana* between Jan. 29 and Feb. 2.

Other vessels which had sailed in the latter part of January were the *Historic*, *St. Francis*, *North Star*, *Liberty*, *Notre Dame*, *Star of the Sea*, *Sherry Ann*, *Paramount* and *Sun King*. Negotiations for the purchase of all of the Westgate-Sun Harbor Co.'s big plant by California Tuna Canning Co. may be concluded by Feb. 8, it was reported. This would mean the release of the company's clipper fleet and the employment, after months of idleness, of more than 1000 fishermen.

Meanwhile, discosure that both the San Diego and Monterey canneries of the Westgate-Sun Barbor Co. were affected in the current negotiations for possible purchase of the plants by stockholders of the California Tuna Canning Co. was made by President Wade Ambrose.

C. Arnholt Smith, president of the National Steel & Shipbuilding Co., who is negotiating for the purchase, denied an earlier report that he was a stockholder in Caltuna but said he was representing the stockholders in the pending deal for acquisition of the interests of Jack Crivello, executive vice president of Westgate-Sun Harbor.

Option:

Ambrose said that when Smith completes the deal with Crivello for part ownership of Westgate-Sun Harbor, Smith has an option also to acquire the shares held by Ambrose. Ambrose admitted that eventually he may cease activities with Westgate-Sun Harbor, along with Crivello.

Both Ambrose and Crivello said they were fully aware of the reports that have been discussed for weeks along the waterfront that their failure to resolve their differences over company management reacted unfavorably in the company's 41-clipper fleet. These boats have been idle while tunaboats of other canneries have resumed fishing.

Solution:

"I am trying to get an unhealthy situation corrected at Westgate-Sun Harbor for the good of the entire tuna industry," said Smith. "It is possible we will find a solution not later than Feb. 8."

San Diego cannerymen are watching with keen interest the outcome of Smith's negotiations. They assert that should California Tuna Canning Co. take over the Monterey and San Diego packing plants of Westgate-Sun Harbor, Caltuna would become one of the world's largest seafood organizations.

Joined Forces?

Under the new setup and with the merging of the Caltuna and Westgate-Sun Harbor high seas fishing fleets Caltuna would have a total of 56 clippers capable of bringing to port a total of 9745 tons of fish on each voyage.

This compares with the 82-clipper fleet of the Van Camp Sea Food Co., with a total fish capacity of 14,952 tons and of French Sardine and its San

(*Continued on page 27*)

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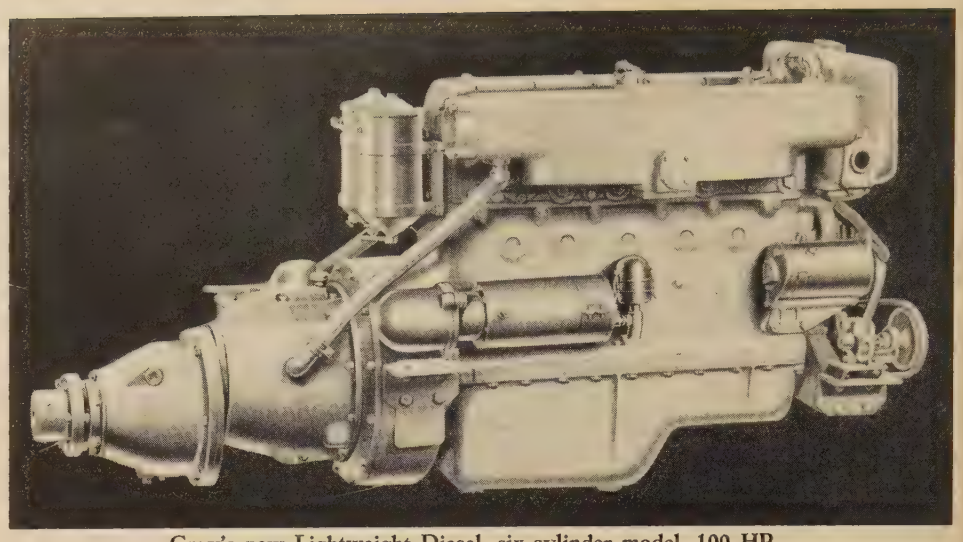

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(*Continued from page 15*)

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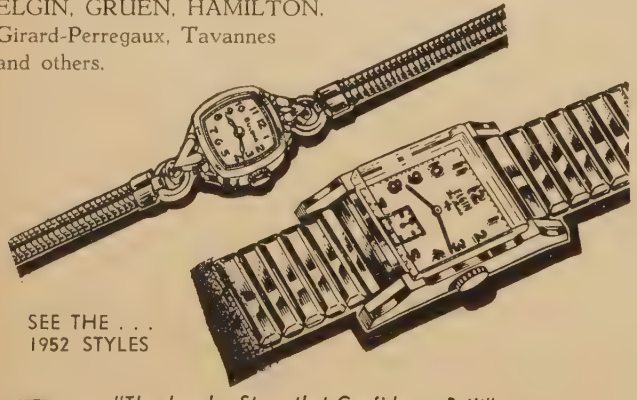

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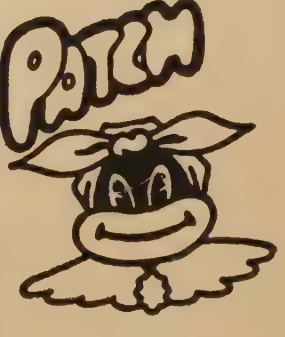

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EBB'N FLOW

(*Continued from page 25*)

Diego affiliate, High Seas Tuna Co., of 41 clippers and a total carrying capacity of 9445 tons.

FISHERIES PRODUCTS PRICES

Substantially Lower:

Although edible fishery products prices in October continued substantially lower than in the same month of 1950, lighter production in all fisheries was responsible for an increase in prices from September to October this year. The edible fish and shellfish (fresh, frozen, and canned) wholesale index for October was 106.4 percent of the 1947 average—1.4 percent higher than in September, but 4.0 percent below October 1950, the Bureau of Labor Statistics of the Department of Labor reports.

Drawn, dressed, or whole finfish prices in October were 7.3 percent below the corresponding month a year ago, but 2.2 percent above September this year. Boston haddock landings this October were considerably below those of a year earlier and prices of fresh drawn haddock rose 8.9 percent from September to October. During the same period, halibut rose 1.5 percent but salmon remained steady at September prices. However, all of these items were still priced substantially below October 1950. Fresh drawn haddock by 10.4 percent, halibut by 18.3 percent, and king salmon by 4.9 percent. Although lower prices were quoted in October for most fresh-water fish (except whitefish at Chicago), all of these fish were substantially higher-priced than in October 1950 because production was considerably lighter this year.

Processed fresh fish and shellfish prices in October were 0.2 percent lower than in the previous month, but 5.0 percent higher than in October 1950. Higher prices for fresh haddock fillets were offset by lower prices for fresh headless shrimp. Because of lighter production and a shortage of frozen haddock fillets, fresh haddock fillet prices jumped 25.2 percent from September to October this year. On the other hand, fresh headless shrimp prices continued to drop (6.0 percent) because of the usual seasonal increase in production, while shucked oysters remained steady at September levels. Compared with October 1950, fresh headless shrimp sold 7.9 percent lower, but fresh haddock fillets were priced 33.9 percent higher.

From September to October frozen headless shrimp prices continued to fall (5.5 percent), but this decline was more than offset by higher prices for frozen haddock fillets (9.3 percent) and frozen ocean perch fillets (6.8 percent). Flounder fillets remained unchanged at September prices. Compared with October 1950, frozen headless shrimp sold 8.7 percent lower and frozen ocean perch (rosefish) fillets 1.0 percent lower, but frozen haddock fillets were priced 7.7 percent higher and frozen flounder fillets 20.0 percent higher. The index for processed frozen fish and shellfish for October was 1.4 percent higher than in September, but the same as in October 1950.

An increase of 13.3 percent in canned Maine sardine prices accounted for the rise of 1.6 percent from September to October of the canned fishery products index. An increase of 15 percent over the average price which would be permissable under CPR 22 was allowed by OPS on October 17 when it issued a specific dollars-and-cents ceiling price for sales by canners of Maine sardines (CPR 85). A ceiling price of $10.50 for a case of 100 standard ¼'s keyless cans of Maine sardines packed in oil was set by the regulation which was issued by OPS to take account of the low volume of fish available this year. Latest reports indicate that this year's pack is only 40 percent of last year's production of 3,844,164 cases. Although the California sardine pack to date is also considerably below last year's, prices for this product remained steady at September levels. Canned pink salmon and canned tuna prices also remained unchanged. However, prices for canned pink salmon were 12.5 percent lower and those for canned tuna 13.6 percent lower than in October 1950, but canned California sardines and canned Maine sardines sold 8.0 percent and 70.9 percent higher, respectively.

NPA

Canners Section:

The attention of sea-food canners was called to direction) to NPA order M-25 (cans), recently issued by the National Production Authority. This direction provides relief for canners who may have had one abnormally low quarter in the base year (either 1949 or 1950). If, for instance, a packer had a poor first quarter in his base year, he has the option of using one-fourth of his total base-year can quota during that quarter with the adjustment being made from the remaining three quarters of his packing year. If, for another product, the packer had a third quarter that was abnormally low, his alternative base for this particular product can be one-half of his can usage for this product during the third and fourth quarters of his base year. Copies of the direction can be obtained from the field offices of the Departmetn of Commerce.

Canners may also be interested in obtaining copies of a pamphlet, "Containers and Packaging Industry Report," just reelased by NPA, which covers the third quarter of 1951. Copies are available from the Superintendent of Documents, Government Printing Office, Washington 25, D. C. The report indicatesthat the supply of containers and their demand are more nearly in balance now than at any time since the summer of 1950 and that a stepped-up production of raw materials for ctainers will coincide with the acceleration of the defense program. NPA also indicates in the report that while there may be some instances of tightening in the supply of some packaging materials during the first part of 1952, particularly where aluminum and copper are involved, and some spot shortages in selected containers, there will be adequate substitute packaging available. The report covers paper, fiber, plastic, wood, glass, bags, and metals involved in the containers and packaging field.

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BOAT SALES

BOAT BROKERS: List your boat sales each month on this page. No charge to you—listing is a service to our readers.

The following are boat sales reported by brokers in the Southern California area.

Anchorage, Ltd., 5104 Harbor Drive, San Diego, Cal. 36' Twin-speed sport boat—"Palama aKi II." Purchased by Dr. Charles Brass of Solano Beach from Frank Donahoe, of Santa Monica, Calif.

28' sport boat "Calvalier." Purchased by Bernard Johnston of El Centro, from Dave Delano and Don Seider of San Diego, Calif.

24' boat—"Nancy Ellen." Purchased by William Whitson, of San Diego, from Paul Burton, also of San Diego, Calif.

24' cabin cruiser "Lo Bo." Purchased by Henry Moore of National City, Calif., from R. A. Fechter, of San Diego, Calif.

34' Elco cruiser. Purchased by Don Dunhany, of National City, Calif., from O. C. Parsons, also of National City.

32' Marlin trawler "Rebel." Purchased by A. D. Clark, La Mesa, Calif., from Herbert Panchot, of Point Loma, Calif.

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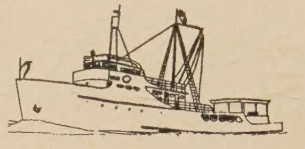

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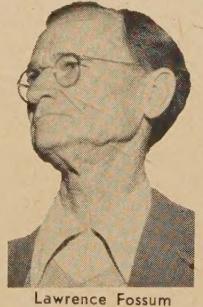

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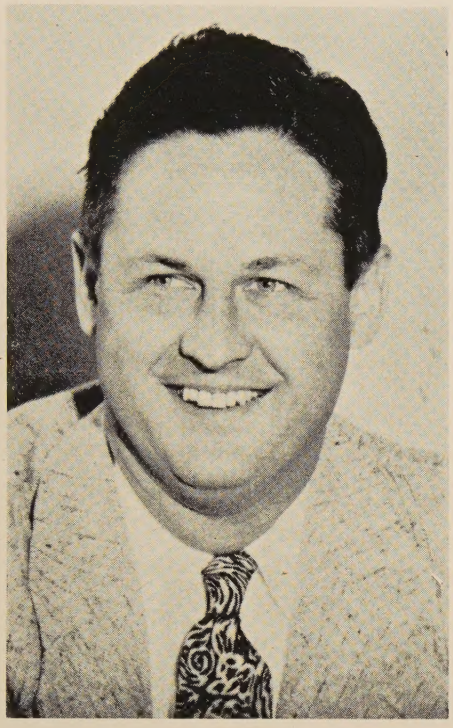

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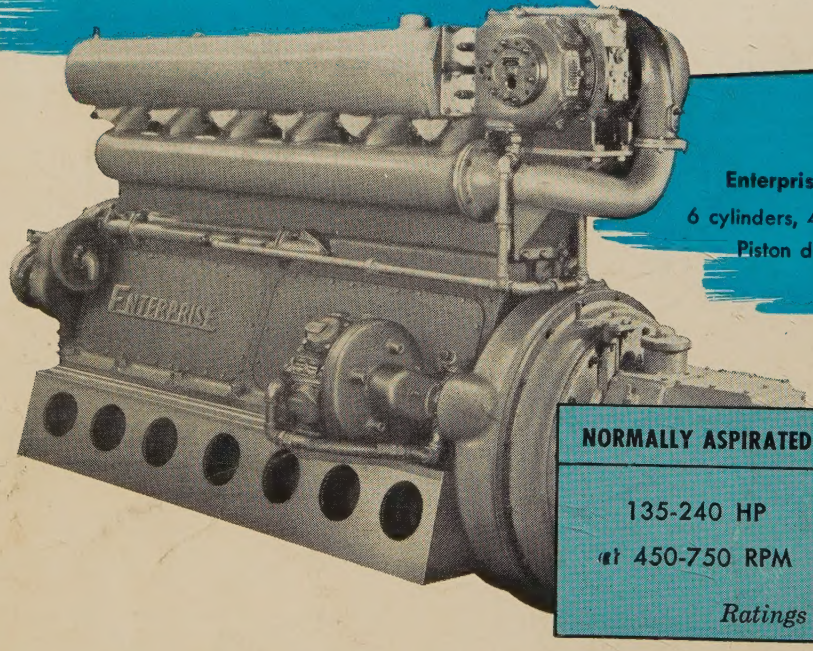

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